



WKMG

ORDER

Flight Dates 10/29/12-11/06/12

Contract / Revision

257252 /

Product

EST. ID 11626

Original Date / Revision

09/07/12 09/07/12

Agency Com 15%

Billing Contact

Advertiser POL/FI Vote NO on 6 Commi

11350 Random Hills Rd, Ste 670
Fairfax, VA 22030

Agency Media Strategies and Resear

Buying Contact

11350 Random Hills Rd, Ste 670
Fairfax, VA 22030

Sales Office NAT

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-3

Advertiser Ref

Primary Account Executive
National House

Account Executive	Order%	Start Date	End Date
National House	100%		

Order Share 100% Market Value 164550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	77	\$139,867.50	\$164,550.00	0.00	10/29/12	11/06/12	77	\$139,867.50	\$164,550.00
Totals	77	\$139,867.50	\$164,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/29/12	11/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$700.00	P-3	0.00	NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$700.00		0.00			
2	WKMG	10/29/12	11/06/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$600.00		0.00			
3	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
4	WKMG	10/29/12	11/06/12		CM	11a-12p	M---F--	:30	2	\$1,200.00	P-3	0.00	NM	3	\$3,600.00



WKMG

Print Date: 09/07/12

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Contract / Revision **257252** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **POL/Fl Vote NO on 6 Comn** Product **EST. ID 11626**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11-12p Price Is Right Price Is Right														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M---F--					2	\$1,200.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
5	WKMG	10/31/12	10/31/12	Local 6 News 12-1230p CM		12-1230p	--W----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
Local 6 News 12-1230p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----					1	\$1,000.00		0.00		
6	WKMG	10/30/12	11/01/12	1230-2p CBS Soaps CM		12:30-2p	-T-T----	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
Soaps														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-T-T----					2	\$1,000.00		0.00		
7	WKMG	10/29/12	11/05/12	3-4p Nate/Doctors 9/10 CM		3-4p	MTWTF--	:30	1	\$500.00	P-3	0.00 NM	6	\$3,000.00
The Doctors														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--					5	\$500.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00		
8	WKMG	11/05/12	11/05/12	News at 5p CM		5-530p	M-----	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
News at 5p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$850.00		0.00		
9	WKMG	10/29/12	11/05/12	News at 6p CM		6-630p	MTWTF--	:30	1	\$1,200.00	P-3	0.00 NM	6	\$7,200.00
News at 6p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
10	WKMG	11/02/12	11/02/12	News at 7p CM		7-7:30p	----F--	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
News at 7p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$1,500.00		0.00		
11	WKMG	10/29/12	10/29/12	M-F 7:30-8p Inside Ed CM		730-8p	M-----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
Inside Edition														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00		
12	WKMG	10/30/12	10/30/12	Tue Prime 8p CM		8-9p	-T-----	:30	1	\$18,000.00	P-3	0.00 NM	1	\$18,000.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-T-----					1	\$18,000.00		0.00		
13	WKMG	10/31/12	10/31/12	Wed Prime 9p CM		9-10p	--W----	:30	1	\$11,000.00	P-3	0.00 NM	1	\$11,000.00
Criminal Minds														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----					1	\$11,000.00		0.00		
14	WKMG	11/01/12	11/01/12	Thu Prime 10p CM		10-11p	---T---	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00
Elementary														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---					1	\$8,000.00		0.00		
15	WKMG	11/02/12	11/02/12	Fri Prime 10p CM		10-11p	----F--	:30	1	\$15,000.00	P-3	0.00 NM	1	\$15,000.00
Blue Bloods														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$15,000.00		0.00		
16	WKMG	11/03/12	11/03/12	CM		8-9p		:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00



WKMG

Print Date: 09/07/12

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Contract / Revision **257252** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **POL/FI Vote NO on 6 Comr** Product **EST. ID 11626**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat Prime 8p			-----S-								
				Crimetime Sat 8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$2,000.00		0.00			
17	WKMG	11/04/12	11/04/12	Sun Prime 9-10p	CM	9-10p	-----S	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
				Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$15,000.00		0.00			
18	WKMG	10/29/12	11/05/12	M-F 11p News	CM	11-1135p	MTWTF--	:30	5	\$2,500.00	P-3	0.00	NM	6	\$15,000.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,500.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
19	WKMG	11/04/12	11/04/12	Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				Sun 11p News after NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$2,500.00		0.00			
20	WKMG	10/31/12	10/31/12	M-F David Letterman	CM	1136p-1238a	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,000.00		0.00			
21	WKMG	11/03/12	11/03/12	Sat 1135p-1205a	CM	1135p-1205a	-----S-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
				Inside Edition Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$750.00		0.00			
N22	WKMG	11/05/12	11/05/12	Morn News at 6a	CM	6-7a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$700.00		0.00			
N23	WKMG	10/29/12	11/06/12	CBS This Morning	CM	7-9a	MTW----	:30	1	\$600.00	P-3	0.00	NM	3	\$1,800.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-W----					2	\$600.00		0.00			
Week:		11/05/12	11/11/12	-T-----					1	\$600.00		0.00			
N24	WKMG	10/31/12	10/31/12	11-12p Price Is Right	CM	11a-12p	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,200.00		0.00			
N25	WKMG	11/02/12	11/02/12	1230-2p CBS Soaps	CM	12:30-2p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Soaps											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
N26	WKMG	11/04/12	11/04/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$3,000.00		0.00			
N27	WKMG	10/29/12	11/02/12	News at 5p	CM	5-530p	MTWTF--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$850.00		0.00			
N28	WKMG	10/29/12	11/05/12	News at 7p	CM	7-7:30p	MTWTF--	:30	5	\$1,500.00	P-3	0.00	NM	5	\$7,500.00

